



# Recycling News

★ Fall 2006 ★



Bureau of Waste and Materials Management

## New Directions for the Statewide Recycling Program

Cynthia Moore, DNR

Wisconsin has been a recycling leader for many years, and most state residents continue to do a very good job of recycling bottles, cans, newspapers and other household recyclables. Now it's time to take the next step. There are numerous under-recognized opportunities for recycling, reuse and waste reduction, particularly in the non-residential sector – that is, businesses, industry and institutions – and we have a chance to look at the big picture and improve our overall management of waste.

The DNR envisions using a multi-pronged approach in moving the recycling program in these new directions. For example, in improving non-residential recycling, one piece would be increased enforcement efforts, such as reminding businesses and institutions that recycling of banned material is the law. At the same time, we'd like to provide encouragement and incentives for increased recycling. Some ideas stakeholders have suggested include options such as DNR assistance on waste audits and grants or financial incentives for increased recycling.

While focusing on these key areas, the DNR will keep in mind that recycling doesn't occur in isolation. Recycling is one of the management options we can use to reduce the overall amount of material entering landfills and save valuable resources from being wasted. It goes hand-

in-hand with finding beneficial reuses for materials – that is, finding different uses for existing materials without reprocessing them into new products – and with waste reduction- finding ways to reduce the amount of material used in the first place, such as in food packaging.

The statewide recycling program will continue to engage the public in generating ideas and planning new strategies to improve recycling rates, increase beneficial reuse of materials and find ways to reduce waste throughout the lifecycles of products – from production and manufacturing to consumer use and disposal. We are continuing to work with nonprofit partners, local governments and others to find examples of successful outreach efforts, business recycling successes, waste reduction programs and other approaches that can help Wisconsin continue to lead the way in recycling.

We also want to thank you for your hard work and support. Your efforts have built a great foundation for recycling in Wisconsin. We want you to know that we will build on those efforts so that Wisconsin continues to be a national leader in recycling. ♻️



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# Recycling in Wisconsin Continues to Show Strength

Greg Swanson, DNR

MADISON – Results of a household survey on recycling in Wisconsin show residents remain committed to recycling and are recycling more kinds of items at higher rates. The survey is the ninth taken since 1990, when Wisconsin began its statewide recycling program.

“The survey shows that Wisconsin’s recycling program has been successful and popular ever since it began in 1990,” says Suzanne Bangert, director of the Waste and Materials Management bureau for the Wisconsin Department of Natural Resources.

“People continue to recycle, which diverts valuable raw materials from landfills that businesses want and are using to make new products and provide jobs.”

The number of respondents who described themselves as strongly committed or committed to recycling has remained at 96 percent since 1992, with the number of those strongly committed rising over time from 62 percent in 1992 to 71 percent in 2006.

In 1990, not a single household reported recycling magazines, but in 2006, 75 percent report that they recycle magazines. Similar recycling increases are noted for cardboard and other paper, metal cans, glass and plastic.

The 2006 survey included new questions about electronic waste items such as computers, televisions and cell phones. In Wisconsin, 80 percent of households now have a computer; roughly half of those own two or more. More than 98 percent of households own televisions, with more than 80 percent owning two or more.

Computers have a lifespan of about three years. Cell phones and other electronic devices have similarly short lifespans, and the end of broadcast analog TV signals in 2009 in the move toward digital TV may prompt more consumers to discard older televisions.

“Electronic waste is among the fastest growing waste categories in the state,” Bangert says. “This survey information will help us develop efficient and effective strategies for dealing with e-waste.”


The University of Wisconsin-Madison Survey Center conducted the statewide telephone survey of 555 households for the DNR. Survey results are accurate to plus or minus 5 percent.

Survey results also showed that people’s concern about mercury in the environment has increased. In 2002 51 percent of households were very (15 percent) or somewhat concerned (36 percent) about mercury. In 2006 72 percent were very concerned (25 percent) or somewhat concerned (47 percent) about mercury. About two-thirds of respondents said that they did not have thermometers or thermostats containing mercury in their home, but about the same number were unaware if their community had a program for recycling these items.

Many households rely on a number of methods to handle yard waste, including composting and leaving grass clippings on the lawn, but the proportion of households that burn yard waste increased from 18 percent of respondents in 2002 to 22 percent in 2006. “We will continue to encourage the public to reduce burning as a waste disposal method where possible,” Bangert says.

The survey results are posted on the DNR Web site (<http://dnr.wi.gov/org/aw/wm>.) Two other recent publications about recycling in Wisconsin, the report *Wisconsin Recycling Means Business* and the video, *Too Valuable to Waste*, can be found at <http://dnr.wi.gov/org/aw/wm/recycle/resources/toovaluable.htm>. The materials show how the recycling industry in Wisconsin creates jobs, prevents valuable resources from being wasted in landfills and develops innovative new products.



For more information, contact Cynthia Moore at [Cynthia.Moore@Wisconsin.gov](mailto:Cynthia.Moore@Wisconsin.gov) or by phone 608/267-7550 

## DNR Updates




### Annual Reports Online

Cynthia Moore, DNR

We’re happy to report that use of the online reporting system doubled from 2005 to 2006. About two-thirds of Wisconsin’s responsible units used the web-based system to report their 2005 results. We appreciate the patience of those of you who encountered problems with the system last year, and we believe that past difficulties will be resolved for the 2006 reporting period.

In response to many requests for an earlier starting date, the online system will open in January 2007. For those receiving printed material, you can expect to receive mailings in January as well. We’ll be sending advance reporting reminders in December, so please take a moment to make sure we have the correct email or postal information for the right person in your organization.

Along with the earlier starting date for annual reports, we will emphasize the April 30 deadline. Every year in the past, DNR staff have wasted valuable time rounding up late reports. This year, sending in a late report may affect your grant process. If you have had trouble completing the annual report in the past, try to get help from your DNR regional recycling specialist early enough to meet the deadline. 

# Commercial Recycling in Wisconsin – Beyond the Status Quo

Karin Sieg, Recycling Connections Corporation

Recycling Connections Corporation (RCC) is working to develop recommendations for strategies that the Wisconsin Department of Natural Resources (DNR) can use to work with municipal agents and non-profit agencies to heighten Wisconsin's business community's recycling and materials recovery rates. Midwest Recycling Association (MRA) is also providing assistance with the project. The DNR is funding the project.


In July 2003, the DNR published the "Status of Recycling Update 2003", which confirmed that "Recycling Works" in Wisconsin. Using data from a variety of sources, they calculated a statewide diversion rate of 40.4%, and recycling rates of over 50% for all but two of the recyclable materials banned from Wisconsin landfills. With such a strong foundation, it would be easy to maintain the status quo. But Wisconsin did not become a national leader in recycling by being satisfied with status quo. The DNR recognized that Wisconsin's recycling industry, as well as the global recycling industry, needed more recycled product for feedstock. The DNR began looking for ways to meet that need.

Despite our high recycling rate, many highly recyclable and valuable materials continue to be landfilled rather than recovered for further use -- at a net loss to our economy. Areas which appear to offer the greatest opportunity for increased material recovery in Wisconsin are in the non-residential sectors (commercial, industrial and institutional). Responsible units (RUs) are required by state law to ensure recycling of the banned materials at multi-family and non-residential facilities in their area (informally referred to as "business recycling"). Non-residential facilities include multi-family dwellings (apartment or condo complexes of 5 or more contiguous units), commercial facilities such as offices,

stores, hospitality facilities (hotels, restaurants, bars and convention centers), fairs and other special events, institutions and government offices.

In developing the recommendations under this project, RCC and MRA will conduct a brief review of the current status of recycling in the commercial sector in Wisconsin and other key states. Then input will be gathered from RUs, non-profit organizations and the business community through a written survey and targeted listening sessions to be held around the state this fall. The recommended strategies will address how to work through the RU structure while

considering the resources available, communication methods that will be most effective and the various audiences that will be affected.

The final recommendations are scheduled to be completed by December 31, 2006. For more information, contact Cynthia Moore, DNR Recycling Program Coordinator, at 608/267-7550, [Cynthia.Moore@Wisconsin.gov](mailto:Cynthia.Moore@Wisconsin.gov) or Karin Sieg, RCC Executive Director at 715/345-5972, [Karin@recyclingconnections.org](mailto:Karin@recyclingconnections.org) 



## Recycling Market Directory Comes of Age

John Hendren, DNR

In the late 1980's the Department of Natural Resources developed a simple computer program that allowed visitors at the State Fair to identify markets for their recycled materials. People interested in finding places to recycle their materials sat down at a single computer and obtained information on local markets by entering their zip code. Data for this early program was stored on a 5 1/4" floppy disk.

From that simple beginning, the Wisconsin Recycling Markets Directory (WRMD) has turned into a resource that is available to anyone in the world with a computer and web access. In 2000, the WRMD dispensed with printed copies and became a completely online resource. The site contains a sophisticated search engine that lets users sort by category of material, type of material, zip code and city. Information on businesses listed in the directory is updated annually.

The 2006 update of the WRMD identifies approximately 300 companies that handle 154 different categories of materials. The number

of businesses listed in the directory has remained constant

for a number of years; however, the types of materials handled have changed. While the majority of markets are in Wisconsin, businesses as far away as New York, Florida and Texas all purchase Wisconsin-based recyclables.

Early versions of the WRMD focused on materials banned from Wisconsin landfills like paper, metal, plastic and glass. The current directory continues to identify markets for those types of materials, but the directory now lists 35 companies that accept televisions, 38 companies that recycle cell phones, 68 businesses that recycle computers and 59 organizations that handle various types of bulbs. The directory also lists 131 companies that recycle used batteries, 98 different companies that handle construction and demolition debris and 24 businesses that handle products containing mercury.



*Continued on next page*

# REI Grant Projects – 2006 Grant Recipients

Joe Van Rossum, SHWEC

Wisconsin's Recycling Efficiency Incentive (REI) Grant program continues to reward local recycling programs for collaborative efforts to improve recycling programs and reduce program costs. To qualify for this Department of Natural Resources (DNR) grant program a responsible unit (RU) enters into a cooperative agreement with at least one other RU where efficiencies are achieved through any of the following:

- \* Collection and transportation of recyclables;
- \* Sorting of recyclables at a materials recovery facility;
- \* Comprehensive program planning; and
- \* Educational efforts about recycling.

RUs may also qualify for the grant through the consolidation of two or more RUs into a single RU. For additional information about this program visit the grant web page <http://www.dnr.state.wi.us/org/caer/cfa/Grants/Recycle/efficiency.html> or contact Candice Sovinski, DNR Financial Specialist, 608/264-9207.

Below are a few examples of some of the activities RUs have undertaken to qualify for an REI grant. Additional examples can be found at the Community Financial Assistance Web site noted above.

**Adams County and Oneida County** shared screening and bagging equipment in efforts to recycle and market compost material. Used pallets and old corrugated containers (OCC) were also utilized in the operation to provide ongoing uses for recovered OCC. Adams County owns a portable screening plane while Oneida County owns a portable bagging device. By sharing these pieces of equipment, the RUs are able to utilize grant and revenue funds more effectively. This project has also added value to the compost products produced through screening and marketing bagged

compost to retail customers. Oneida County also provides cooperative collection of yardwaste for the City of **Rhineland** and assists the **City of Merrill** by providing composting equipment to turn compost piles at the cities' compost site.

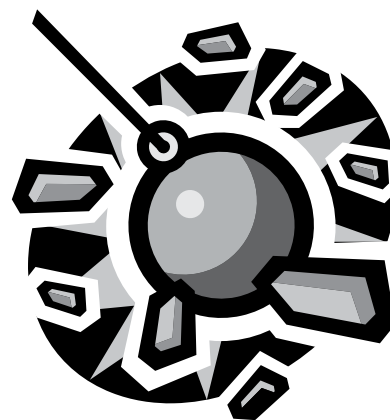
For more information, contact Bart Sexton, Oneida County, 715/282-4945.

**Columbia County** worked cooperatively with two communities on separate projects to qualify for a REI grant. The county planned and held a tire recycling in the **Town of Lodi** with the town and the county providing tire collection for a free or reduced price to local residents. The county also worked with the **City of Portage** on outreach regarding proper disposal of yard waste. Along with additional partners in the local UW Extension office and Land and Water Conservation Department, two areas of the city were targeted for meetings regarding the proper management of yard waste materials.

For more information, contact Bill Casey, Columbia County, 608/742-6651.

**Dunn County** cooperated with the neighboring counties of **Eau Claire** and **St. Croix** during 2005. Dunn and Eau Claire counties jointly contracted with a printer to produce newsletters. This contract enabled Dunn county to lower printing costs and provided a template for Eau Claire County to start a newsletter. St. Croix and Dunn counties jointly contracted for staffing services to focus on recycling in multifamily buildings. The staff person was able to research, evaluate and market recycling options to residents, managers and owners of multifamily housing in the two counties.

For more information, contact George Hayducsko, Dunn County, 715/232-4017.



**Portage, Outagamie and Waupaca counties** collaborated in an effort to produce a resource kit targeted toward recycling at construction and demolition (C&D) sites. The counties agreed to develop and implement an education and enforcement program for recycling at C&D sites. The goal of this effort is to increase awareness and compliance with recycling requirements and to eliminate burning of waste materials as well.

For more information, contact Deb Krogwold, Waupaca County, 715/258-6240 ♻️



## Recycling Market Directory Continued

Many of the new materials require a fee for appropriate handling, but today's recyclers understand the importance of keeping hazardous materials out of Wisconsin landfills.

Users can access the markets directory home page at: <http://dnr.wi.gov/org/aw/wm/markets>

This page also provides links to market prices and a form for companies interested in being listed in the directory.

Users interested only in finding markets for recyclable materials can go directly to the WRMD search page at: <http://dnr.wi.gov/markets>

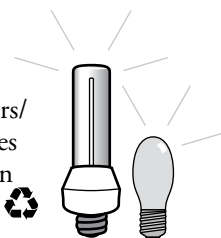
So take a minute to search the site. You may be surprised by what you find! ♻️



# Letter to Haulers on CRTs and Fluorescent Bulbs

Suzanne Bangert, DNR

Suzanne Bangert, Bureau Director, Waste & Materials Management, DNR, sent a letter to landfill owners/operators and waste haulers in Wisconsin to remind them of their responsibilities regarding cathode ray tubes (CRTs) and certain types of light bulbs. A copy of this letter is available through the DNR Waste Publication searchable Web site. Look for Notice of Prohibition and Landfilling CRTs and fluorescent bulbs and lamps. ♻️



## State of Wisconsin/DEPARTMENT OF NATURAL RESOURCES

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9/25/2006

Subject: Prohibition on landfilling CRTs and fluorescent bulbs and lamps

As you may know, Minnesota banned disposal of cathode ray tubes (CRTs) from Minnesota landfills (Minn. Stat. 115A.9565 <<http://www.revisor.leg.state.mn.us/stats/115A/9565.html>> ), effective July 1, 2006. CRTs found in color computer monitors and television sets generally have been observed to contain lead at levels which make them a toxic hazardous waste, using the Toxicity Characteristic Leaching Procedure (TCLP). Under Wisconsin's hazardous waste rules, (s. NR 662.011, Wis. Adm. Code), a business or institution who discards any object or material is responsible for determining if it meets the definition of hazardous waste. It is illegal to dispose of CRTs or other computer items that are hazardous waste in solid waste landfills and incinerators. However, household hazardous wastes are exempted from this ban.

We are reminding you of this prohibition because of our concern that Minnesota computers and CRTs may now, more than in the past, be disposed of or transported to Wisconsin landfills. As a landfill operator or owner, it is your responsibility to determine whether CRTs observed in a load are from a household or from a non-household waste generator and you must be able to substantiate your determination should there later be any question about the source. In addition, we would like to remind you that the prohibition on landfilling of hazardous wastes applies to all waste, regardless of state of origin. While CRTs are the only electronic waste item banned from Minnesota landfills at this time, virtually all electronics wastes contain potentially toxic or hazardous materials, although the levels may not exceed TCLP limits under current testing procedures.

We would also like to remind you that waste fluorescent lamps and bulbs contain toxic metals such as lead and mercury at levels that may exceed the hazardous waste regulatory limits. The items below are subject to hazardous waste management regulations if they are generated by businesses or institutions, and should not be disposed of in Wisconsin landfills:

- \* Tube-style fluorescent bulbs
- \* Mercury vapor bulbs
- \* Metal halide bulbs
- \* High-pressure sodium vapor bulbs
- \* Low-pressure sodium vapor bulbs

Guidance on the proper management of these items is attached and is also available on our website at <http://dnr.wi.gov/org/aw/wm/publications/hazard/BulbrecyclingWA195-03.pdf>.

Thank you for your cooperation in keeping our landfills free of hazardous wastes.

Sincerely,

*Suzanne Bangert*

Suzanne Bangert, Director  
Bureau of Waste and Materials Management

# Convenience Store Pilot Project

Angela Wellnitz, Chippewa County  
Paul Wiegner, DNR

The purpose of the convenience store pilot project in Chippewa County was to determine whether or not an effective recycling program for customers of convenience stores could be created.

The results from the convenience store pilot project showed that providing a recycling program for the customers of convenience stores does work. The effectiveness will vary depending on the location and set up, but recyclable materials can and have been diverted from the garbage and into the recycling bin at the pump.

Four major components to an effective recycling program have been drawn from the project results. The following components make a commingled recycling program for customers of convenience stores work effectively:

1. Adequate number of recycling bins:
  - \* According to project results, more recycling bins = more customer use.
  - \* Place bins by every pump and other high traffic areas.
  - \* If only a few recycling bins are available, place them in the locations that receive the most traffic.
2. Appropriate type and location of bins:
  - \* Recycling bins must look different than garbage cans; recycling bins used in project were different in color, size and shape.
  - \* Choosing a convenient location for bins is important (by pumps and store entrance).
  - \* Recycling bins should be next to garbage cans for convenience.



3. Adequate notification of customers:
  - \* Notifying customers of the recycling program is important – most people are not used to recycling at convenience stores.
  - \* Signs to draw attention to recycling bins should be posted.
4. Employee support:
  - \* Proper maintenance of the recycling program by employees is vital to the program's success.

Finally, there is the question of how much a recycling program at the pumps will cost a convenience store. The cost will vary depending on the materials the business decides to use. After the initial cost to set up the program, the cost to maintain it is minimal.

The following table outlines the expenses that go into a commingled recycling program at the pumps.

*Continued on next page*

Item	Description	Cost
Recycling bins	Will vary by type of bin	\$45-\$300 per bin
Labels	Prefabricated labels for bins	\$20
Bags to line bins	Expense already assumed by convenience stores annually	\$50 extra
Signs	Will vary by type of sign	\$20-\$250
Recycling collection	Will vary by location and company	Average \$17 Range from \$16-25

Prices listed above are approximate cost, not confidential quotes. Price may change depending on other services provided.

## Convenience Store Pilot Project Continued



*Robert Wagner, Owner  
and Angela Wellnitz  
Update and photos by Paul  
Wiegner, DNR Eau Claire*

In conclusion, there is an expense to a commingled recycling program for the customers of convenience stores. However, after the initial set up, that expense is minimal. The Chippewa County Recycling Program has found through the convenience store project that a recycling program of this kind does work. Not all recyclable materials will end up in the recycling bin, but a large amount will. On August 9, 2006 Angela Wellnitz and Paul Wiegner, DNR, visited a Holiday convenience store and the owner, Robert Wagner. Wellnitz said "Robert gave us a quick tour (it's pretty simple, just takes a short walk!). Each "island" has a recycling bin next to a garbage can (see photos). He said that they have been recycling for years and there were no problems. He had trouble understanding why other stores thought it would be so difficult." Wagner owns two stores between Eau Claire and Chippewa Falls. ♻️

## Municipal Recycling Bin Purchase & Loan Programs for Special Events

*Karin Sieg, Recycling Connections Corporation*

The number of municipalities purchasing recycling bins for use at special events through loan programs has continued to grow in 2006. Bin loan programs are a positive way to encourage more recycling at special events or sites/locations that typically have had no to minimal recycling. They also help a special location or venue evaluate their needs and options for recycling bins before actually purchasing them.

Here are some of the new programs that have started up this year and a sampling of events that have used their bins. All programs are looking forward to their bins being used at more events and/or locations in the future.

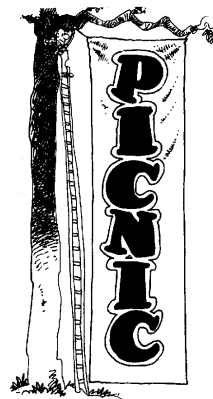
**Pierce County:** County purchase of Clear Stream bins for use at county fair grounds. Fairgrounds Events: Pierce County Fair, Polka Fest, auctions and more.

**City of Madison:** Loan program using Clear Stream bins. Events: Taste of Madison, Willy St. Fair, Art Fair on the Square, St. Dennis Church Festival, Orton Park Festival.

**Portage County:** Loan program using Clear Stream bins. Events: Golden Sands Home Builders' Home Show, Portage County Youth Soccer tournament and event, Portage County Democratic Picnic, Stevens Point Jazz Festival.

**Outagamie & Waupaca Counties:** Loan program using Clear Stream bins as part of each counties' new partnership with the Wisconsin BeSMART Coalition. Program also includes a county-to-county loan program to handle larger events. Events: Outagamie County Fair, Waupaca County Fair.

A few programs that are continuing and building on their past success include:



**Waukesha County:** As part of the Southeast WI Waste Reduction Coalition (now Wisconsin Be SMART Coalition), they have started a program with Link-A-Bag bin systems for county festivals in 2001.

Loan Program using Clear Stream bins began in 2005. Past/Current Events: Harley Davidson 100th Anniversary (assistance provided by WI Be SMART Coalition), Waukesha County Fair, Maxwell St. Flea Markets.

**Chippewa County:** Loan program started in 2004 using Clear Stream bins. Events: Northern Wisconsin State Fair, Irvine Park 100th Anniversary and numerous local municipal fairs and picnics.

While we do not promote the use of any one particular bin, one advantage of the trend to use Clear Stream bins sold by Resourceful Bag & Tag is that recycling at special events and locations becomes more recognizable and standardized as people travel around the state. Municipalities have tended to chose Clear Stream bins due to their relative low cost, ease of storing and transporting, and most importantly their success in collecting uncontaminated recyclables safely.

Before a municipality begins a bin loan program they should assess their available staff resources to coordinate and publicize the program and their bin storage options. They also need to develop clear policies so everyone knows what is expected.

For contact information for each of the programs listed above, please contact Karin Sieg at Karin@recyclingconnections.org ♻️

# Rusk County Business Gets Thumbs Up

Cecelia Stencil, Rusk County Recycling Coordinator

How do you respond when your DNR Recycling Specialist completes the review of your program and then says, "Pick any business in town and let's go take an impromptu look at their recycling operation"? He did say that one of my counterparts, in another responsible unit, chose a local motel to visit. Not wanting to be a copycat, I suggested Weathershield Manufacturing in Ladysmith. There was a new Environmental Supervisor, Bill McLain, and quite frankly, I thought he could never keep up with his predecessor when it came to recycling. Was I wrong! Bill not only knew what was being recycled, he was also working on what additional items could be recycled, and he was glad to show us some of the innovative programs.

Bill sat down with Bob Germer, DNR Recycling Specialist and me. He proved to us, both verbally and visually, that Weathershield is an industry leader in more ways than windows and doors. He acknowledged that the facility was well aware of its recycling requirements under the law. Outreach is provided to employees on a regular basis. He is always looking for more items to recycle not only because he understands that it is the right thing to do, but because it also saves the company money by reducing the amount of solid waste that gets sent to the local landfill.

We went through the list of materials provided on my "cheat sheet". We began by discussing the recycling procedure for the common banned items from newspaper to plastic. Multiple bins are provided throughout the factory and offices to collect the various recyclable items. Metal frames from windows and doors are recycled, as is clean window glass. They are working with a glass recycler on a project to recycle the window glass that has been installed in a window frame and may have glue residue on it. Rock Oil Company collects waste oil from storage drums. Retrofit Recycling collects and recycles their fluorescent bulbs. Cooper, located in Medford,

handles the batteries. Drums are recycled and they are looking for a recycler for fiberglass screen.

At one time this screen scrap was used for bow hunting targets.

After discussing these recycling operations, we were given earplugs and safety glasses and began our adventure into the wood and sawdust recycling area. An overhead pipeline directs the wood shavings, chips and sawdust into a large pole building where it is stored overhead. Semis enter the building and the chute opens and fills their trucks. This material is used for animal bedding and for mulch.

More businesses in the area will be reviewed in the future. Weather Shield has set the bar at a very high, but achievable level. Their recycling efforts show what can be accomplished for businesses and the environment when recycling becomes a priority. ♻️



## Task Force & AROW on Oil Filter/Absorbent Recommendations

Meleesa D. Johnson, Portage County

The Governor's Blue Ribbon Task Force on Waste Materials Recovery and Disposal gathered together for the first time in August 2005 and has met on a regular basis since that time. The task force divided up into three workgroups (Waste Reduction, Land Use and Economics & Infrastructure) to develop recommendations that are intended to help keep Wisconsin a leader in waste materials management and environmental protection. Ideas ranging from a landfill ban on universal waste materials to developing a method for examining the "full social, environmental and economic costs" of waste materials management, could be in the

comprehensive report. The report is due in the governor's office by the end of December 2006 and will reflect a consensus on the numerous recommendations.

One such task force recommendation, still in draft form, would serve as a complement to the June 2005 Department of Commerce (COMM) report: *Disposal of Oil Filters and Other Oil-Absorbent Materials in Wisconsin*. The report indicates that millions of gallons of oil are released yearly into Wisconsin landfills, with countless tons of recyclable steel landfilled as well. Both resources are essentially lost and environmental risks are elevated by this practice.

As presented, the COMM report seeks voluntary filter/absorbent recycling goals by various dates. However, if those goals are not met, then a recommendation for landfill bans would ensue. If the draft recommendation is approved by the task force, it would underscore COMM's findings and posit a greater urgency for landfill bans on oil filters and oil absorbents.

Recently, the Associated Recyclers (AROW) of Wisconsin Board of Directors unanimously agreed to send a letter supporting the COMM findings and thanking the legislative authors and sponsors of the bill prompting the study committee and the report. The AROW letter expressed concern over the "modest forward progress" on elevating awareness for oil filter/absorbent recycling. They did, however, offer their collective assistance to ensure oil filter/absorbent recycling becomes the norm and not the exception.

Regardless of reports and recommendations, oil filter and absorbent recycling is the best and most effective way to manage a valuable resource. If you are interested in being a part of forwarding the oil filter and absorbent recycling goals, contact the Hazardous and Special Waste Workgroup of AROW at [arowhww@yahoo.com](mailto:arowhww@yahoo.com) ♻️



# Carpet Recycling In America

Eileen Hocker, DNR

You just ordered new carpeting for your building or office and you want to recycle your old carpets. But you wonder, "Is there any such thing as carpet recycling?" You bet there is! Two organizations in the U.S., StarNet and CARE, have partnered to provide several options for recycling.

StarNet is a marketing cooperative for carpet and other flooring companies who offer carpet reclamation services companies a chance to band together for lower costs. CARE (Carpet America Recovery Effort) is a third-party organization set up by the carpet industry with a mission to develop market-based solutions for the recycling and reuse of post-consumer carpet. It hopes to lead the effort in achieving 40 percent diversion of carpet from landfills by 2012.

Together these two organizations connect offices ready to clear out their old carpets with companies who:

- \* haul them to recyclers;
- \* process them for use;
- \* recycle them into raw materials ready for manufacture into brand new items; and/or
- \* extract energy from them.

Some businesses and institutions that have used StarNet's recycling network in the last year or so include: University of Illinois at Chicago residence halls; Motorola, Inc. of Libertyville, IL; the Field Museum of Natural History in Chicago; and the Trustmark Insurance offices of Lake Forest, IL.

Fred Williamson, Director of Special Projects for StarNet, says, "We're harvesting the value in old carpet. This is new business that provides raw material for so many other things."

## Products Produced from Recycled Carpets

Companies on the other end of the StarNet / CARE connection are turning those raw materials into a

wide array of products from carpets to floorcoverings and carpet tile backing.

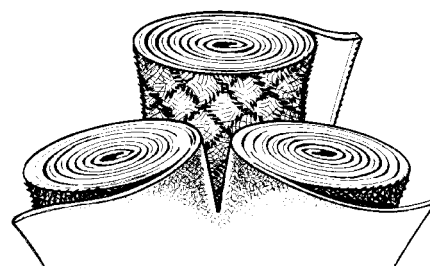
Other products produced from recycled carpets include railroad ties, carpet cushion and roofing materials. Carpets are also used for energy conversion to create steam or electricity. "As oil prices continue to rise, it's only wise to pursue carpet reclamation," says Williamson. "Nylon fiber comes from oil, but with recycled carpet, we can get the nylon fiber right here."

## The Network

Garth Hickie, Minnesota Pollution Control Agency, says the carpet recycling system is currently set up nationwide for businesses and government institutions that want to recycle carpet. This system became formalized in 2002 with a Memorandum of Understanding (MOU) for Carpet Stewardship. Wisconsin was one of the original signatories of the MOU.

The MOU is a signed agreement between members of the carpet industry, representatives of government agencies (local, state, federal) and non-governmental organizations to increase the amount of reuse and recycling of post-consumer carpet, and to reduce the amount of waste carpet going to landfills. The goal is to reduce landfilling of carpet by 40 percent by the year 2012. According to StarNet's Williamson, three states have mandates against the landfilling of carpets: California, Delaware and Arizona.

The MOU agreement also carries a voluntary initiative that encourages manufacturers toward product stewardship, i.e. to take responsibility for the lifecycle of carpets from point of sale to disposal. It is hoped that the product stewardship approach will reduce the environmental impacts of carpets throughout their life-cycle – from design to end-of-life management.




## Seeking Help from Congress

Williamson reports that StarNet is also supporting a bill in Congress for tax breaks to businesses buying equipment for the reclamation of plastics and carpets. The bill is RCY S3654. It's known as: RISE = Recycling Investment Savings Energy.

## What to Do

So, is your building or office ready to recycle that old carpet? Here's what you do:

(Be ready to persistently and patiently pursue this, since the process is still somewhat new to the participating companies):

1. Check with the vendor selling you the new carpet. Many vendors provide take back opportunities for the carpet they are replacing. There may be costs you have to cover such as:
  - a. Transporting the old carpet away from the building; and/or
  - b. Compensating people who actually pull up the old carpet.
2. Contact a local StarNet affiliate. (See website listing for geographical area closest to you: <http://starnet.know-where.com/starnet/>) These local affiliates will make the arrangements, i.e. transportation of carpet away from building, etc. Even if your business or government office does not purchase new carpet from StarNet outlets, you may still hire StarNet services on a "reclamation-only" basis.
3. Search for more information via the CARE (Carpet America Recovery Effort) Reclamation network. See Web site: [www.carpetrecovery.org](http://www.carpetrecovery.org) 

# Travel Green Certification Program

Eileen Hocker, DNR

Wisconsin's strong recycling ethic is the foundation of the Department of Tourism's new Travel Green Wisconsin program.

Travel Green Wisconsin, launched earlier this year, is a unique private/public partnership program that reviews, certifies and recognizes tourism businesses which make a commitment to becoming more environmentally friendly, and more economically and socially sustainable. It is sponsored by the Wisconsin Environmental Initiative (a non-profit coordinating organization) and the Wisconsin Department of Tourism.

The Department of Natural Resources' recycling program helped establish one of Travel Green Wisconsin's certification requirements

– waste reduction, reuse and recycling.

Already 31 businesses have been certified as "travel green". Ashley Ellingson, program coordinator for Travel Green Wisconsin, said she was pleasantly surprised and that the program has "exceeded our expectations".

To be certified as "travel green", tourism businesses must accumulate certification points from any of nine basic requirement sections:


- a. Communication & education of customers, employees and the general public;
- b. Waste reduction, reuse and recycling;
- c. Energy efficiency, conservation and management;
- d. Water conservation and wastewater management
- e. Air quality;
- f. Wildlife and landscape conservation and management;
- g. Transportation;
- h. Purchasing; and
- i. Local community benefits.



The 31 tourism businesses certified thus far are part of Travel Green Wisconsin's pilot program in Bayfield, Madison, Door County and Nicolet College in Rhinelander. The full program is expected to be available to tourism businesses statewide in 2007.

Some advantages for "travel green" businesses include the ability to attract visitors who wish to patronize authentic environmentally and culturally sensitive franchises and the privilege of displaying the Travel Green Wisconsin logo on all marketing and display materials. Travel Green Wisconsin is a voluntary program, and businesses must renew their certification with the Wisconsin Environmental Initiative each year.

Travel Green Wisconsin was inspired by and developed along the lines of existing national and international certification programs and guidelines for ecotourism and sustainable tourism, most notable being the Mohonk Agreement (<http://www.rainforest-alliance.org/programs/tourism/certification/mohonk.html>).

For more information about this exciting new program, check the website at: <http://www.travelgreenwisconsin.com/> 

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*For further information on any information in the newsletter, contact Cynthia Moore at [Cynthia.Moore@Wisconsin.gov](mailto:Cynthia.Moore@Wisconsin.gov) or by phone 608/267-7550*

*Graphic Design by Linda Pohlod*

## Recycling News Switching Formats

Dan Fields, DNR

The *Recycling News* is switching formats! We are going to a free online subscription service for

everyone except responsible units. Responsible units will continue to receive the *Recycling News* by mail. Our new format will allow us to post more timely articles, add more graphics and deliver a more interesting product.




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If you have any problems or questions, please contact Dan Fields at 608/266-5334 or DanielB.Fields@Wisconsin.gov 

# DNR Regional Recycling Contacts as of November 2006



Here is an updated list of DNR staff contacts for waste reduction and recycling along with the counties for which they are responsible. Please feel free to call with questions or to introduce yourself.

Regional Recycling Contact	Region Address	Counties Served
<b>NE Region</b>		
<b>Marcy McGrath - 920/662-5493</b> e-mail Marcy.Mcgrath@Wisconsin.gov FAX 920/662-5197	Northeast Region 2984 Shawano Ave. Green Bay, WI 54307-0448	Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, Waupaca
<b>Dave Misterek - 920/424-2104</b> e-mail David.Misterek@Wisconsin.gov FAX 920/424-4404	Northeast Region Oshkosh Service Center 625 E. County Rd. Y Suite 700 Oshkosh, WI 54901-9731	Fond du Lac, Green Lake, Marquette, Outagamie, Waushara, Winnebago
<b>WC Region</b>		
<b>Paul Wiegner - 715/839-5171</b> e-mail Paul.Wiegner@Wisconsin.gov FAX 715/839-6076	West Central Region P.O. Box 4001 1300 Clairemont Ave. Eau Claire, WI 54701	Buffalo, Chippewa, Clark, Crawford, Dunn, Eau Claire, Jackson, Juneau, La Crosse, Monroe, Pepin, Pierce, St. Croix, Trempealeau, Vernon
<b>Deb Pingel - 715/359-4531</b> e-mail Deb.Pingel@Wisconsin.gov FAX 715/355-5253	West Central Region 5301 Rib Mountain Dr. Wausau, WI 54401	Adams, Marathon, Portage, Wood
<b>NO Region</b>		
<b>Bob Germer - 715/635-4060</b> e-mail Robert.Germer@Wisconsin.gov FAX 715/635-4105	Northern Region 810 W. Maple St Spooner, WI 54801	Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, Washburn
<b>Sherry Otto - 715/365-8982</b> e-mail SherylA.Otto@Wisconsin.gov FAX 715/365-8932	Northern Region 107 Sutliff Ave Rhineland, WI 54501	Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor, Vilas
<b>SE Region</b>		
<b>Nancy Gloe - 414/263-8369</b> e-mail Nancy.Gloe@Wisconsin.gov FAX 414/263-8483	Southeast Region 2300 N. Martin Luther King Dr. Milwaukee, WI 53212	Milwaukee, Walworth, Waukesha
<b>Liz Spaeth-Werner - 414/263-8677</b> e-mail Elizabeth.Spaethwerner@Wisconsin.gov FAX 414/263-8483	Southeast Region 2300 N. Martin Luther King Dr. Milwaukee, WI 53212	Ozaukee, Sheboygan, Washington
<b>Ken Hein - 262/574-2142</b> e-mail Kenneth.Hein@Wisconsin.gov FAX 262/574-2117	Southeast Region Waukesha Service Center 141 N.W. Bartow St., Rm. 180 Waukesha, WI 53188	Counties: Kenosha, Racine
<b>SC Region</b>		
<b>Percy Mather - 608/275-3298</b> e-mail Percy.Mather@Wisconsin.gov FAX 608/275-3338	South Central Region 3911 Fish Hatchery Rd. Fitchburg, WI 53711	Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock, Sauk

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Bureau of Waste Management - WA/3  
P.O. Box 7921  
Madison, WI 53707-7921  
Printed on Recycled Paper**

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